IN THE CLAIMS:

1. (Currently amended) A method operative with respect to a telephone conversation having at least one party operating a mobile telephone in accordance with an agreement with a service provider, the method comprising:

detecting whether the mobile telephone is present within a pre-defined geographic area; and

responsive to detecting that the mobile telephone is present within the pre-defined geographic area, writing data to a billing record to indicate that a second party has been billed for mobile telephone airtime charges of the at least one party operating a mobile telephone, wherein the second party is a party (i) other than the at least one party operating a mobile telephone, (ii) other than the service provider, and (iii) other than a party calling the at least one party operating the mobile telephone.

2. (Original) The method of claim 1, further comprising:

writing data to the billing record to indicate that the second party has been billed for additional charges of the at least one party operating a mobile telephone that are other than mobile telephone airtime charges.

3. (Original) The method of claim 2, wherein the other charges include at least one of long distance charges, local toll charges, and local telephone call charges.

4. (Currently amended) The method of claim 1, further comprising:

presenting an indication to the at least one party operating a mobile telephone that the at least one party operating a mobile telephone will not be billed for the mobile telephone airtime charges, and wherein the second party is at least one of (i) a retailer having a place of business physically located at least partially within the at the pre-defined geographic location, (ii) an employer having a place of business physically located at least partially within the predefined geographic location, and (iii) a school establishment having a place of business physically located at least partially within the predefined geographic location.

5. (Currently amended) The method of claim 1, <u>wherein the pre-defined geographic area is with respect to a business establishment that is physically located at least partially within the predefined geographic area, and</u> wherein the at least one party initiates a call within the pre-defined <u>geographic</u> area, and the mobile telephone airtime charges are associated with the call <u>and billed to the business establishment.</u>

6. (Currently amended) The method of claim 1, wherein the at least one party answers a call within the pre-defined <u>geographic</u> area, and the mobile telephone airtime charges are associated with the call.

7. (Currently amended) The method of claim 1, wherein the at least one party enters the pre-defined <u>geographic</u> area while a call is in progress, and the mobile telephone airtime charges <u>billed to the second party</u> are associated with the call <u>during a time that the at least one party is physically located within the pre-defined geographic area.</u>

8. (Currently amended) The method of claim 1, further comprising:
responsive to detecting that the mobile telephone has left the pre-defined <u>geographic</u> area, writing additional data to the billing record to indicate that the at least one party has been billed for mobile telephone airtime charges accrued after leaving the pre-defined <u>geographic</u> area.

9. (Original) The method of claim 1, wherein the detecting step includes triangulating the position of the mobile telephone from signal transmission times.

10. (Original) The method of claim 9, wherein the signal transmission times include at least one of mobile telephone signal transmission times and Global Positioning System (GPS) signal transmission times.

11. (Original) The method of claim 1, wherein the detecting step includes using at least one sensor located in the pre-determined area to detect the presence of the mobile telephone.

12. (Original) The method of claim 11, wherein the at least one sensor includes a radio-frequency identification tag reader.

13. (Currently amended) A computer program product in a computer readable medium, operative with respect to a telephone conversation having at least one party operating a mobile telephone in accordance with an agreement with a service provider, comprising instructions for:

detecting whether the mobile telephone is present within a pre-defined geographic area; and

responsive to detecting that the mobile telephone is present within the pre-defined geographic area, writing data to a billing record to indicate that a second party has been billed for mobile telephone airtime charges of the at least one party operating a mobile telephone, wherein the second party is a party (i) other than the at least one party operating a mobile telephone, (ii) other than the service provider, and (iii) other than a party calling the at least one party operating the mobile telephone.

14. (Original) The computer program product of claim 13, comprising additional instructions for:

writing data to the billing record to indicate that the second party has been billed for additional charges of the at least one party operating a mobile telephone that are other than mobile telephone airtime charges.

15. (Original) The computer program product of claim 14, wherein the additional charges include at least one of long distance charges, local toll charges, and local telephone call charges.

16. (Currently amended) The computer program product of claim 13, comprising additional instructions for:

presenting an indication to the at least one party operating a mobile telephone that the at least one party operating a mobile telephone will not be billed for the mobile telephone airtime charges, and wherein the second party is at least one of (i) a retailer

having a place of business physically located at least partially within the at the pre-defined geographic location, (ii) an employer having a place of business physically located at least partially within the predefined geographic location, and (iii) a school establishment having a place of business physically located at least partially within the predefined geographic location.

17.   (Currently amended) The computer program product of claim 13, wherein the pre-defined geographic area is with respect to a business establishment that is physically located at least partially within the predefined geographic area, and wherein the at least one party initiates a call within the pre-defined geographic area, and the mobile telephone airtime charges are associated with the call.

18.   (Currently amended) The computer program product of claim 13, wherein the at least one party answers a call within the pre-defined geographic area, and the mobile telephone airtime charges are associated with the call.

19.   (Currently amended) The computer program product of claim 13, wherein the at least one party enters the pre-defined geographic area while a call is in progress, and the mobile telephone airtime charges billed to the second party are associated with the call during a time that the at least one party is physically located within the pre-defined geographic area.

20.   (Currently amended) The computer program product of claim 13, comprising additional instructions for:

responsive to detecting that the mobile telephone has left the pre-defined geographic area, writing additional data to the billing record to indicate that the at least one party has been billed for mobile telephone airtime charges accrued after leaving the pre-defined geographic area.

21.   (Original) The computer program product of claim 13, wherein the detecting step includes triangulating the position of the mobile telephone from signal transmission times.

22.   (Original) The computer program product of claim 21, wherein the signal transmission times include at least one of mobile telephone signal transmission times and Global Positioning System (GPS) signal transmission times.

23.   (Original) The computer program product of claim 13, wherein the instructions for detecting include instructions for using at least one sensor located in the pre-determined area to detect the presence of the mobile telephone.

24.   (Original) The computer program product of claim 23, wherein the at least one sensor includes a radio-frequency identification tag reader.

25.   (Currently amended) A data processing system operative with respect to a telephone conversation having at least one party operating a mobile telephone in accordance with an agreement with a service provider, comprising:
  a bus system;
  a processing unit including at least one processor; and
  a memory containing a set of instructions, wherein the processing unit executes the set of instructions to perform the acts of:
  detecting whether the mobile telephone is present within a pre-defined geographic area; and
  responsive to detecting that the mobile telephone is present within the pre-defined geographic area, writing data to a billing record to indicate that a second party has been billed for mobile telephone airtime charges of the at least one party operating a mobile telephone, wherein the second party is a party (i) other than the at least one party operating a mobile telephone, (ii) other than the service provider, and (iii) other than a party calling the at least one party operating the mobile telephone.

26. (Original) The data processing system of claim 25, wherein the processing unit executes the set of instructions to perform the additional acts of:

writing data to the billing record to indicate that the second party has been billed for additional charges of the at least one party operating a mobile telephone that are other than mobile telephone airtime charges.

27. (Original) The data processing system of claim 26, wherein the additional charges include at least one of long distance charges, local toll charges, and local telephone call charges.

28. (Currently amended) The data processing system of claim 25, wherein the processing unit executes the set of instructions to perform the additional acts of:

presenting an indication to the at least one party operating a mobile telephone that the at least one party operating a mobile telephone will not be billed for the mobile telephone airtime charges, and wherein the second party is at least one of (i) a retailer having a place of business physically located at least partially within the at the pre-defined geographic location, (ii) an employer having a place of business physically located at least partially within the predefined geographic location, and (iii) a school establishment having a place of business physically located at least partially within the predefined geographic location.

29. (Currently amended) The data processing system of claim 25, wherein the pre-defined geographic area is with respect to a business establishment that is physically located at least partially within the predefined geographic area, and wherein the at least one party initiates a call within the pre-defined geographic area, and the mobile telephone airtime charges are associated with the call.

30. (Currently amended) The data processing system of claim 25, wherein the at least one party answers a call within the pre-defined geographic area, and the mobile telephone airtime charges are associated with the call.

31.   (Currently amended) The data processing system of claim 25, wherein the at least one party enters the pre-defined geographic area while a call is in progress, and the mobile telephone airtime charges billed to the second party are associated with the call during a time that the at least one party is physically located within the pre-defined geographic area.

32.   (Currently amended) The data processing system of claim 25, wherein the processing unit executes the set of instructions to perform the additional acts of:
       responsive to detecting that the mobile telephone has left the pre-defined geographic area, writing additional data to the billing record to indicate that the at least one party has been billed for mobile telephone airtime charges accrued after leaving the pre-defined geographic area.

33.   (Original) The data processing system of claim 25, wherein the detecting step includes triangulating the position of the mobile telephone from signal transmission times.

34.   (Original) The method of claim 33, wherein the signal transmission times include at least one of mobile telephone signal transmission times and Global Positioning System (GPS) signal transmission times.

35.   (Original) The data processing system of claim 25, wherein the detecting act includes using at least one sensor located in the pre-determined area to detect the presence of the mobile telephone.

36.   (Original) The data processing system of claim 35, wherein the at least one sensor includes a radio-frequency identification tag reader.